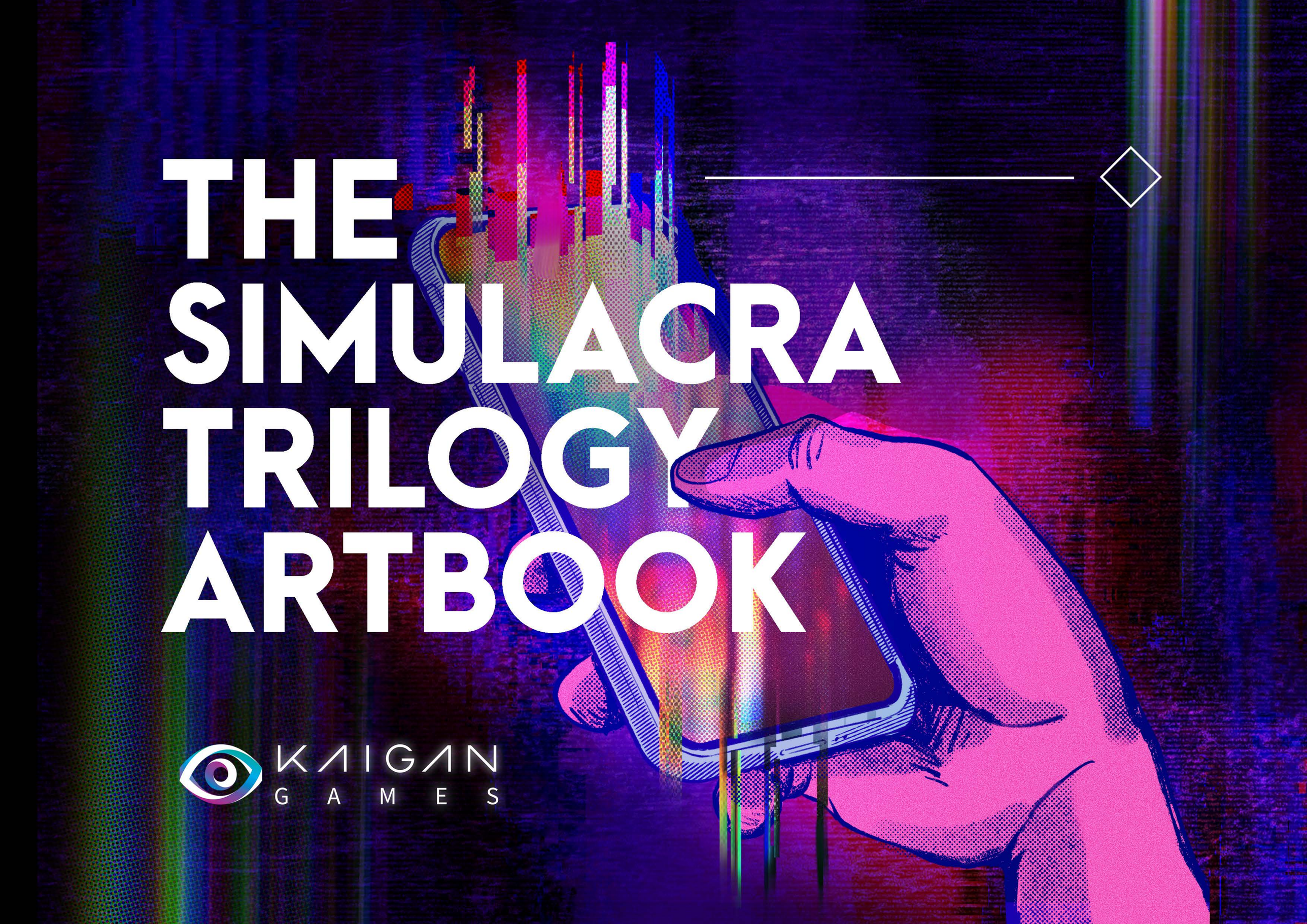
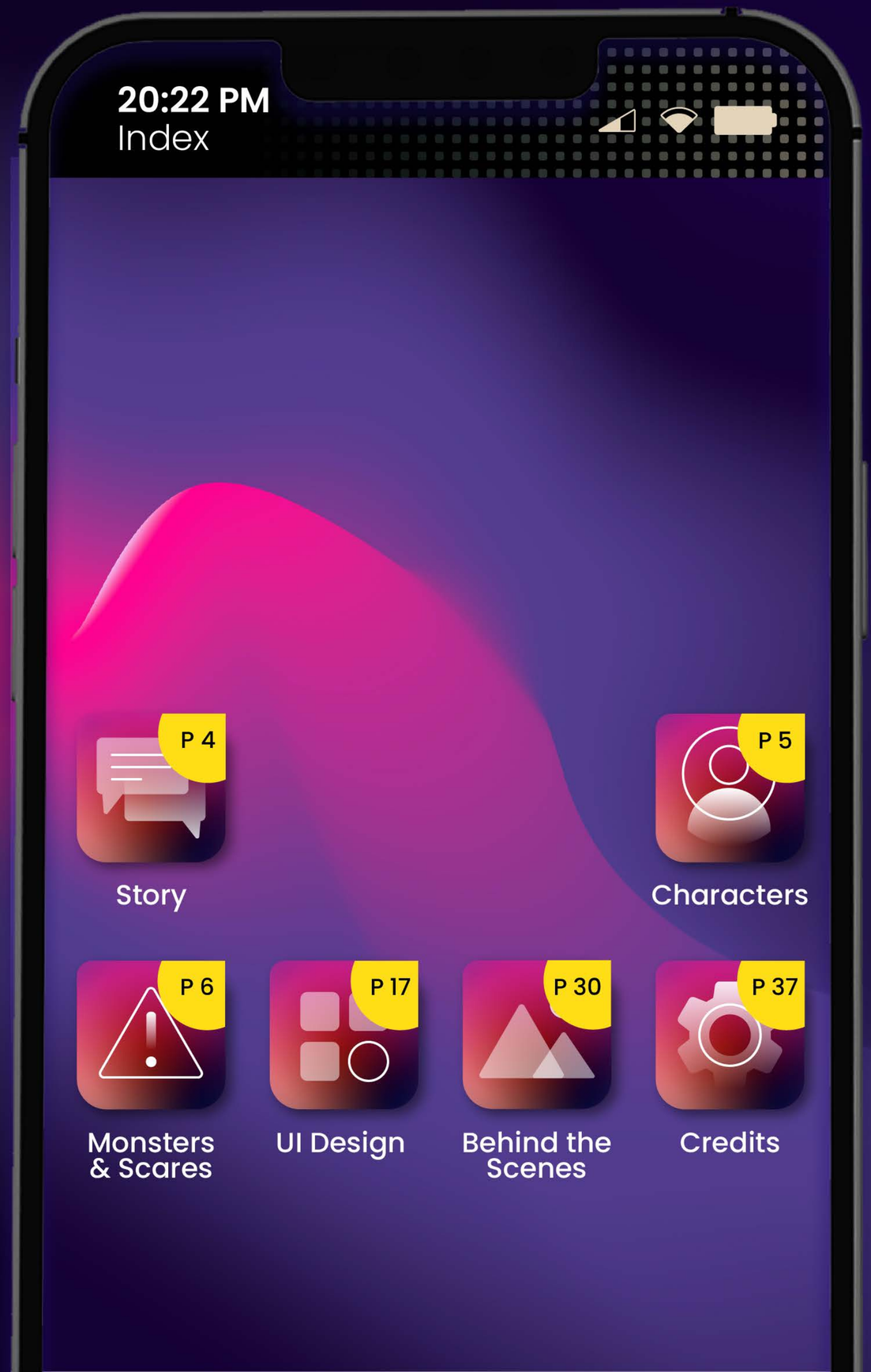
# THE SIMULACRA TRILOGY ARTBOOK



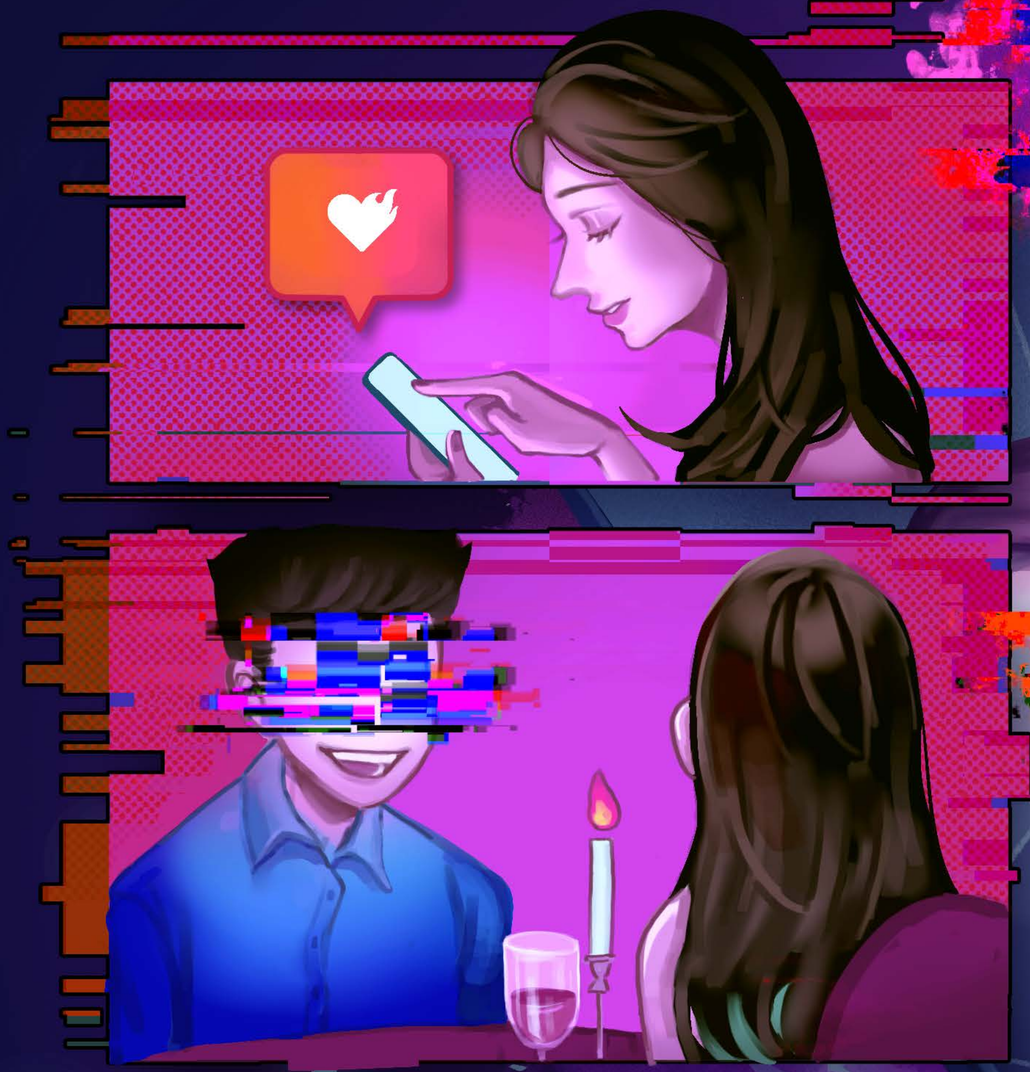
KAIGAN GAMES

# LIST OF CONTENTS



# THE STORY OF SIMULACRA

Being a found-phone game, it is important that we let the phone speak for itself. A modern day horror told through digital devices.



# STORY OF SIMULACRA

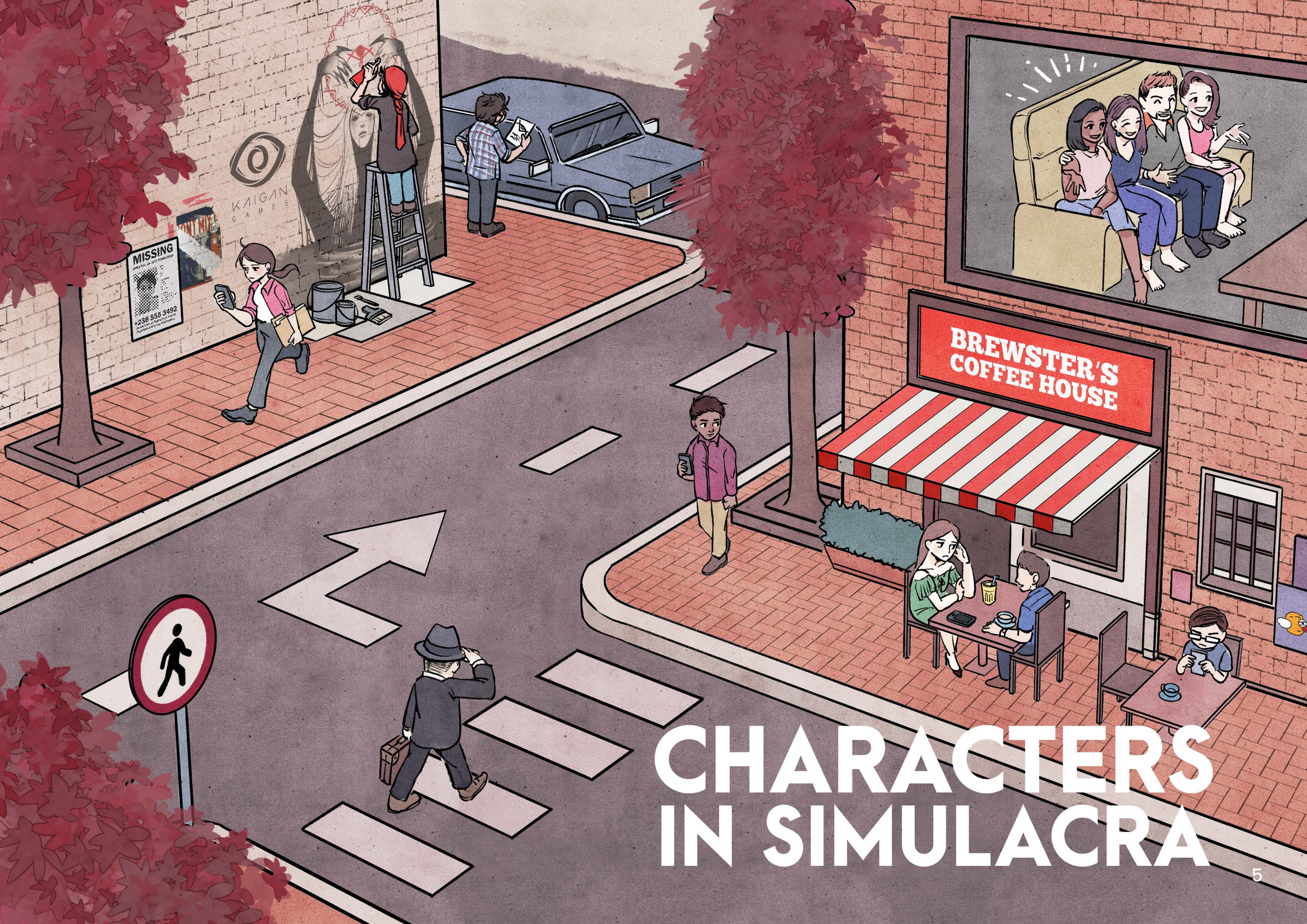
For our first game, we wanted to start with something simple; catfishing. Dating apps have transformed how we meet new potential partners for the past decade and with it comes its own unique fears and horrors. The idea of meeting someone for the first time only after speaking exclusively online. What if they are not who they say they are?

# STORY OF SIMULACRA 2

If the first game explores using a digital persona as a means to build relationships, what if we explore those who depend on it to grow themselves? The temptation of online popularity is hard to deny. At its best, it empowers us. At its worst, it consumes us, and that's where the horror comes in. In the sequel, we introduced a group of influencers, where their online versions of themselves could make or break their future. Their quest for clout, hindered by a death among friends. How far would they go to hide the truth?

# STORY OF SIMULACRA 3

For our third entry, we introduced the small town of Stonecreek, setting the foundation for a new kind of monster. A town plagued with cases of missing people and hauntings of a mysterious figure known as ‘the Beldam’ has caused unrest among citizens. Oppression and fear spreads easily online. A group of fearful people is just as terrifying as any monster. The history and the lore of the town helps drive our characters and increase the stakes.

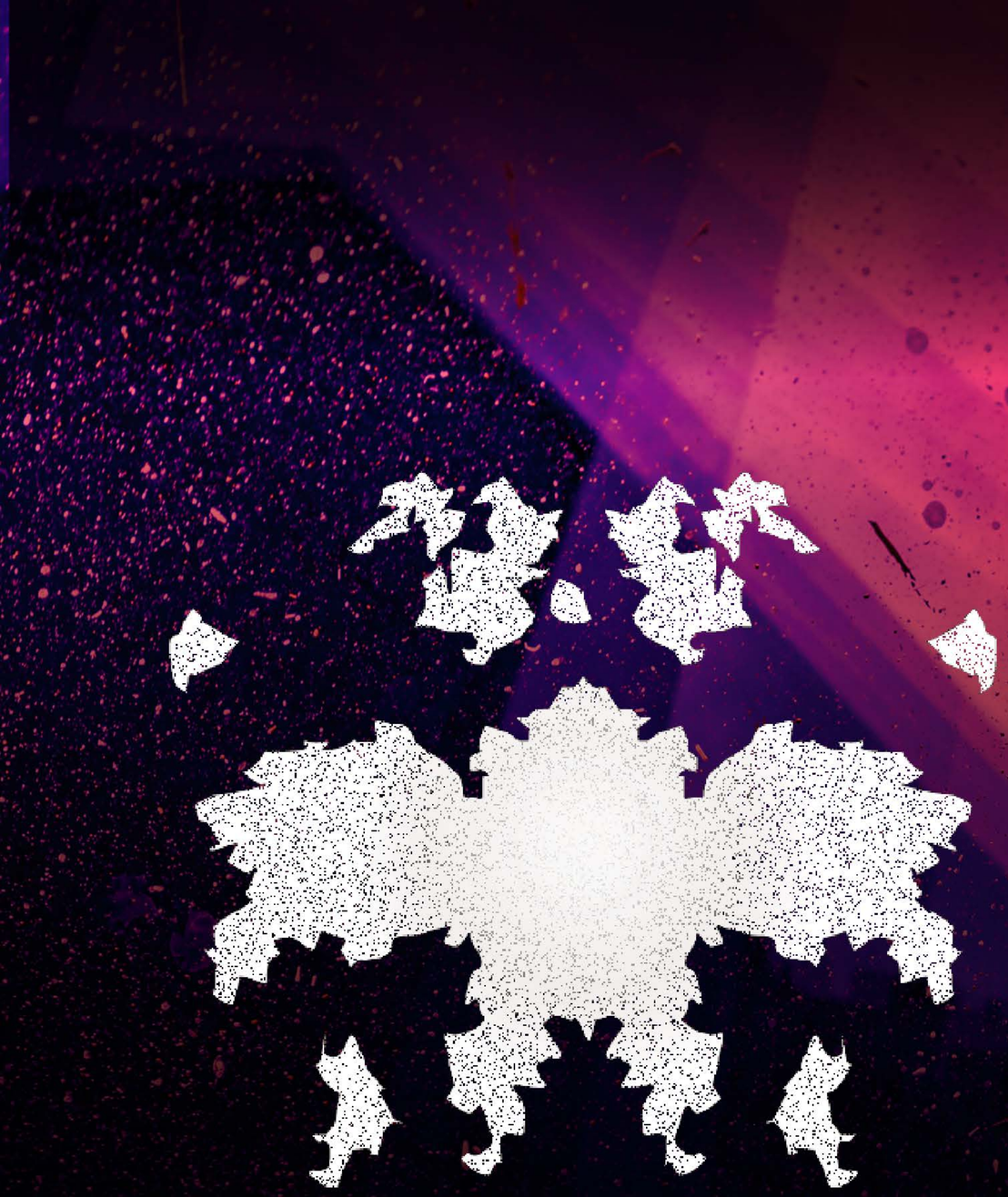



# CHARACTERS IN SIMULACRA

# MONSTERS & SCARES

---

The found-phone genre comes with its own unique horror sequences and monsters. We wanted to exaggerate the paranoia and fear of interacting with our mobile phones.

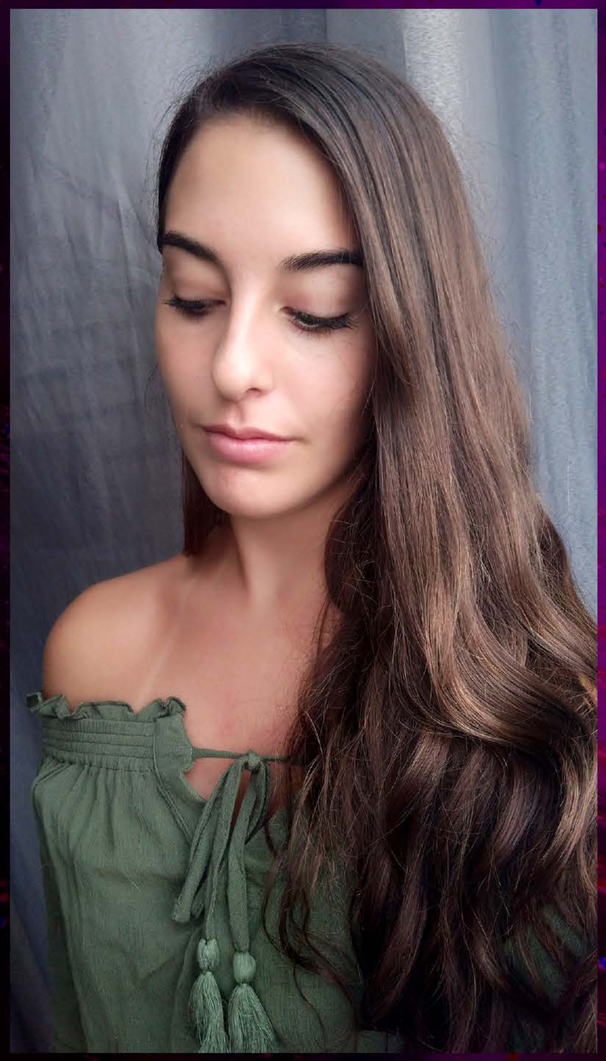


# THE SIMULACRA

The main villain of the game, primarily known as the ‘SIMULACRA’. A digital entity who hunts and consumes humans. It feeds on the collective consciousness of people about themselves, and has the ability to mimic and possess human beings. The bigger the digital presence, the bigger the prey.

# ANNA WALLPAPER

Over the course of the game. Anna's wallpaper changes ever so slightly during certain transitions. This creates a subtle but effective paranoia effect among players, questioning their observation. 'Was she always looking at me?'. 'Was she always smiling?'.



# SIMULACRA 2
# THE RIPPLEMAN

If the SIMULACRA is a digital entity, what does it look like in real life? In SIMULACRA 2, we put that question front and center. Our eyes and brain have a limited perception of trans-dimensional objects, so we just call out what we see, some kind of ‘Rippleman’. A skin-like creature with a hollow center masquerading as one of its victims.

The Rippleman concept

# MAYA WALLPAPER SCARE

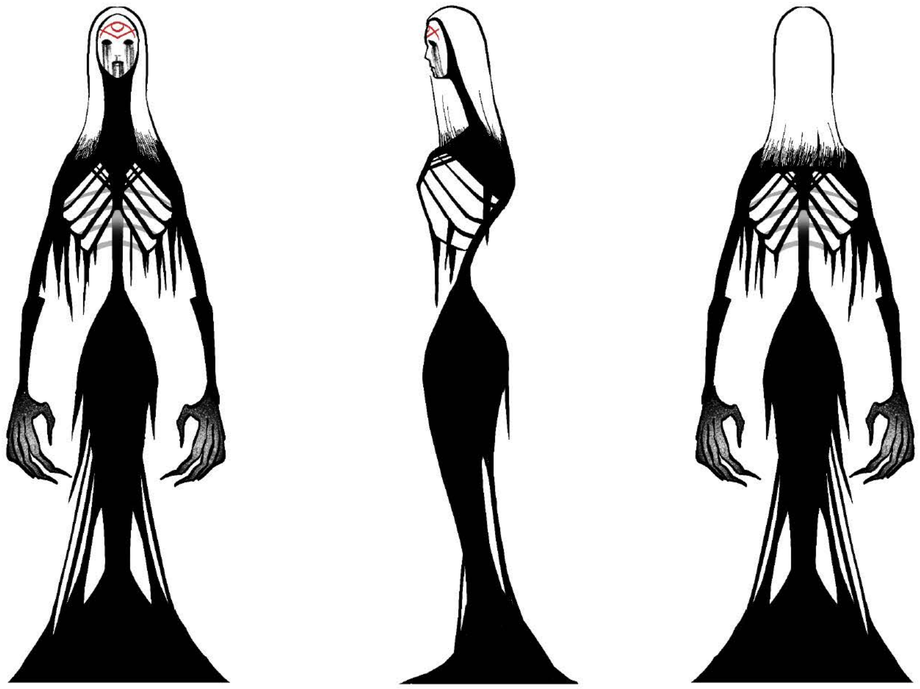
Expanding on the shifting wallpaper, we decided to drop the subtlety and bring a little more spectacle. Using a combination of video and shader effects, we unraveled an ongrowing corruption of Maya and her surroundings.

# MAYA CASEFILE CONCEPT

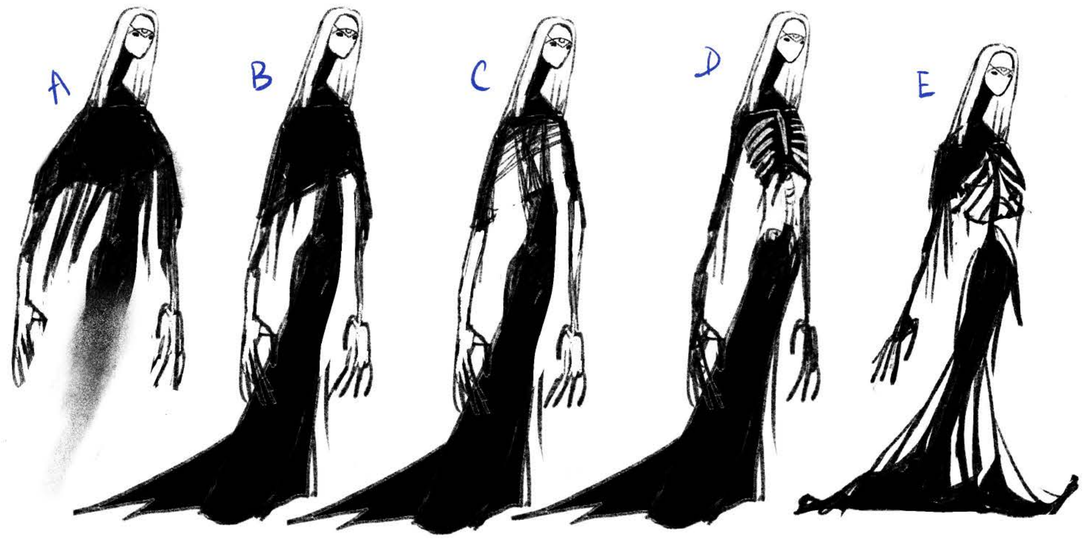
SIMULACRA 3

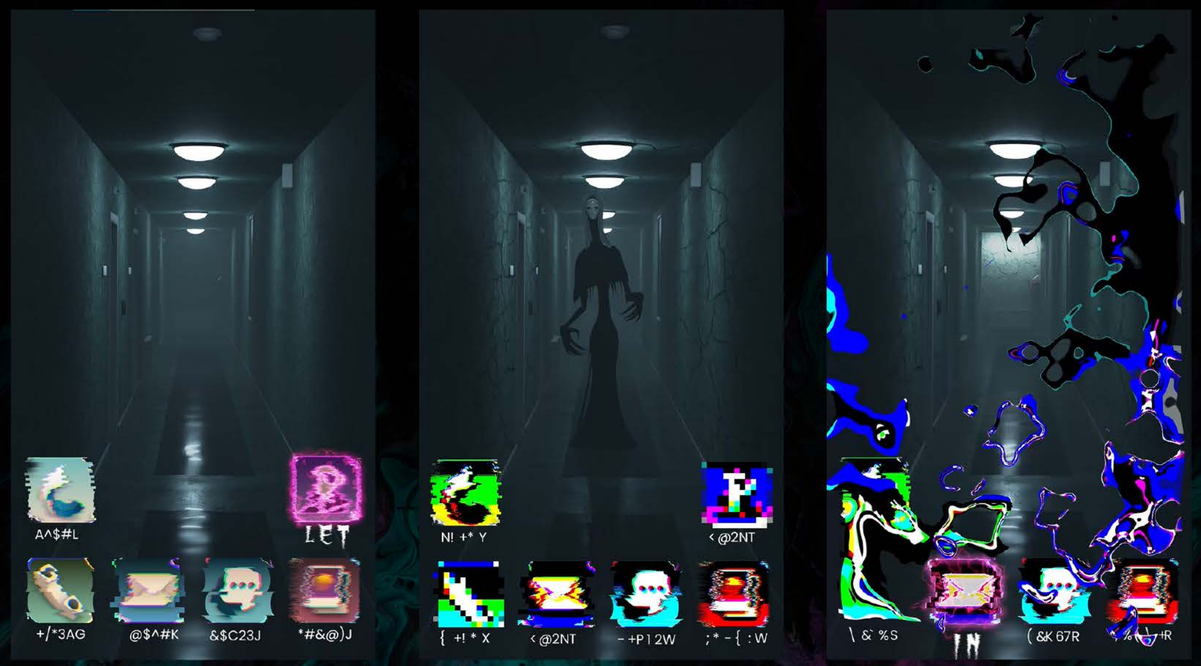
# THE BELDAM

The Beldam is the SIMULACRA in one of its grandest forms. What if the SIMULACRA is not limited to the online persona of just one person. What if it can take over a larger-than-life persona instead? The Beldam is a local urban legend of Stonecreek and it finds itself corrupted by the SIMULACRA. The more people fear the Beldam, the more powerful the SIMULACRA. The more powerful the SIMULACRA, the more it consumes.



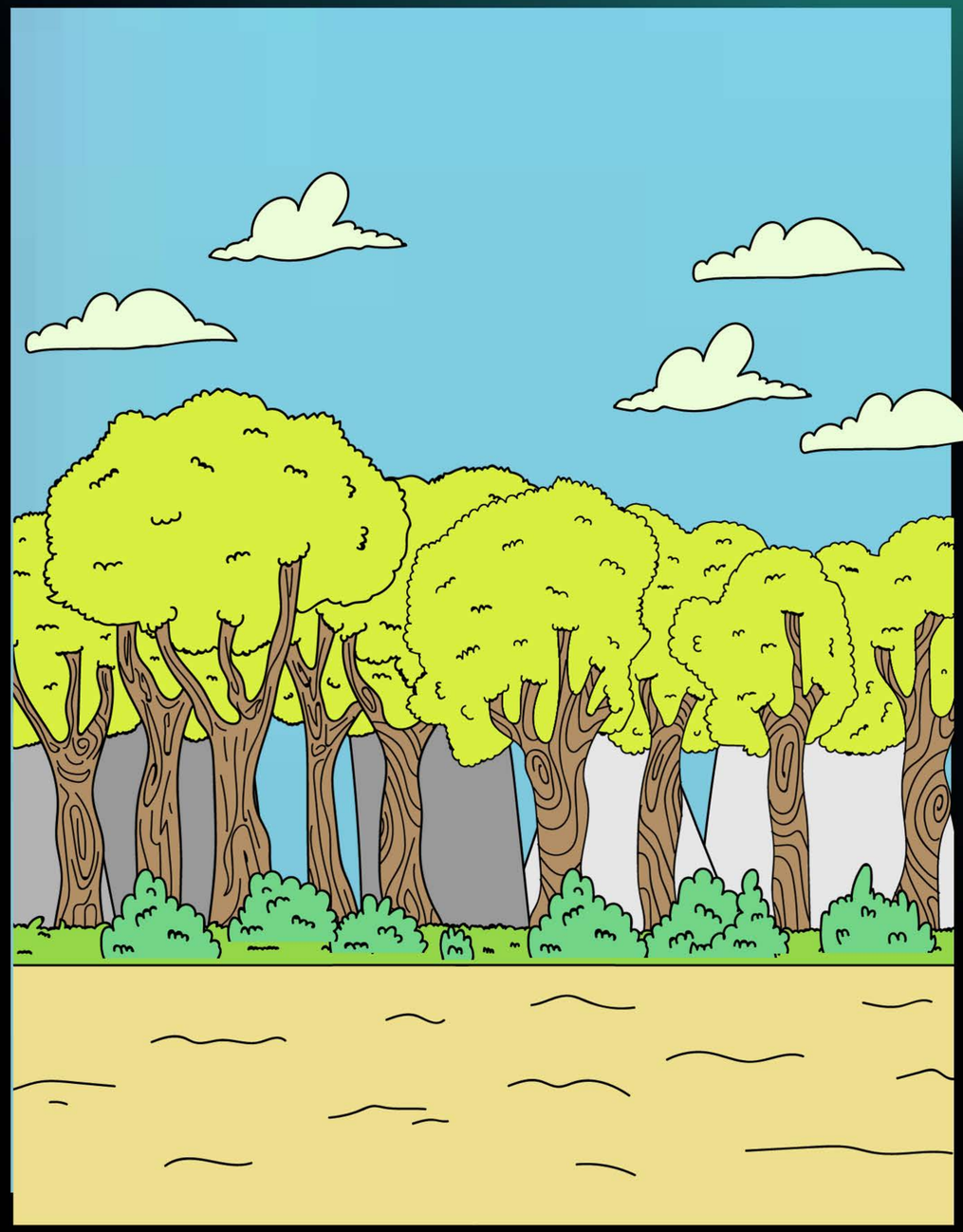
The various representations of the Beldam, before and after the corruption by the SIMULACRA.

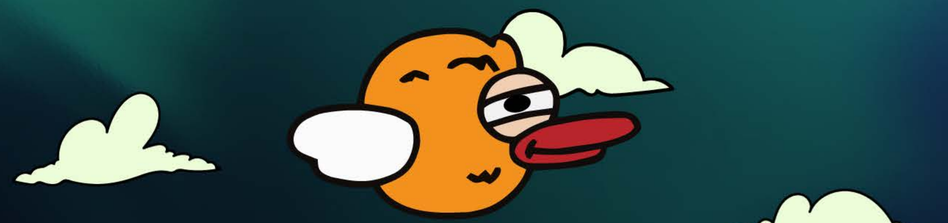





# BELDAM AT THE HALLWAY

A variation of the shifting wallpaper, only this time we explored using 3D modeling to bring out the monster.

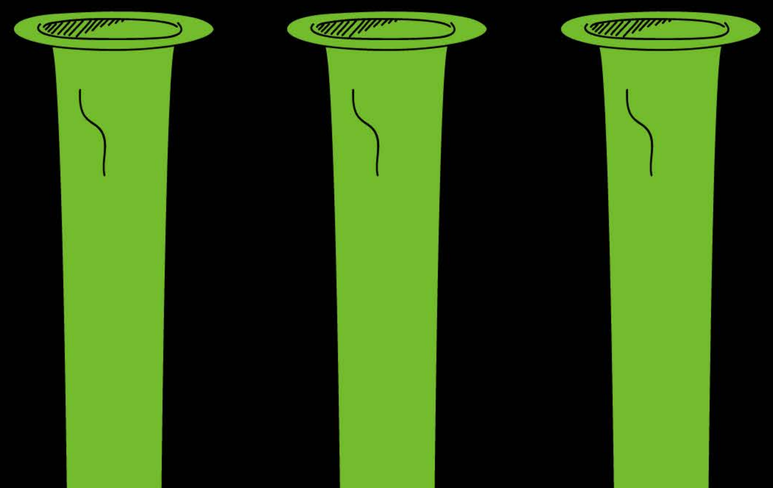




# SIMULACRA: PIPE DREAMS

# FLAPEE BIRD

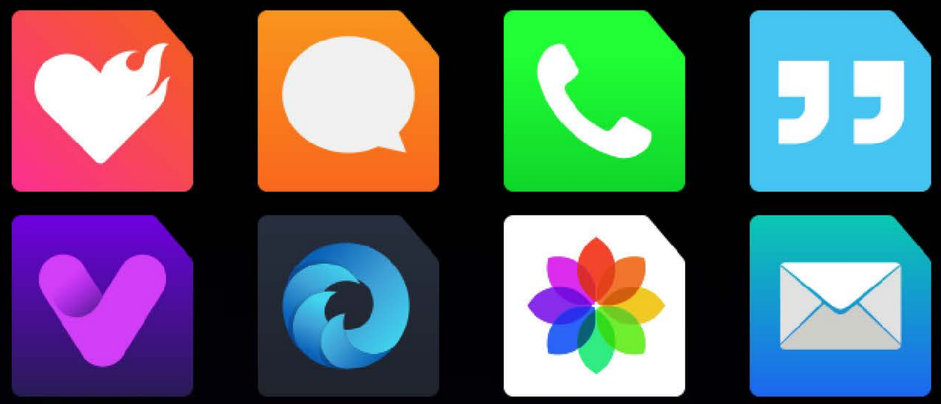
FlapeeBird is what the SIMULACRA would look like if it possessed a video game. It feeds on people's addiction to it and forces them to share the game with other people.



# UI DESIGN OF SIMULACRA

While a found-phone game looks almost like a phone, we need to ensure that the distinction between your own phone and the game is clearly defined.

## APP ICONS

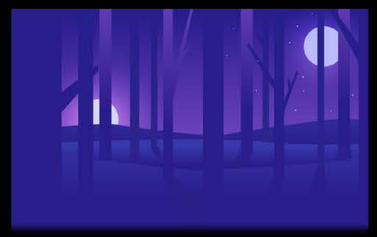


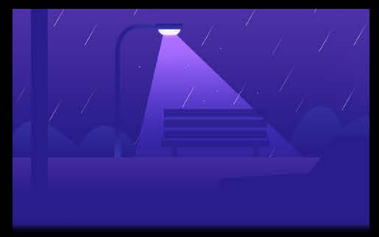
The UI of SIMULACRA contains all the usual findings of a regular phone. App icons, navigation bars, notifications, etc.

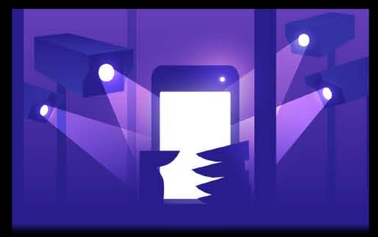
## IN-GAME SCREENSHOTS

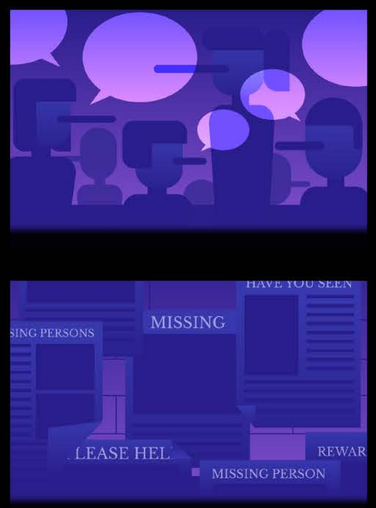
# UI DESIGN OF SIMULACRA

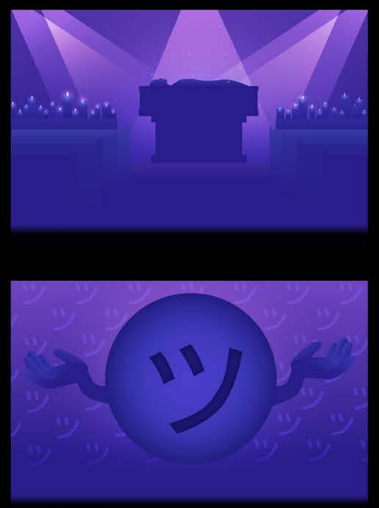
The design of these elements are slightly exaggerated to form its own unique language that is familiar to most people, yet defined enough to form its own identity.

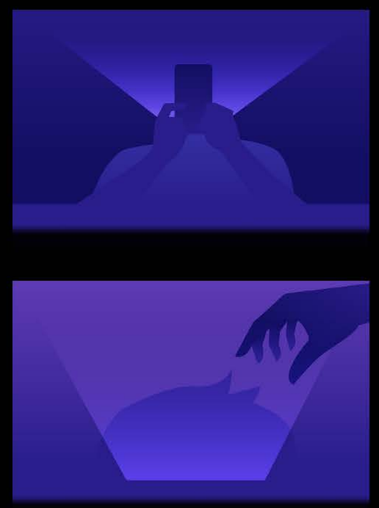












# REBOOT SCARE CONCEPT

UI can also be used to create unique horror sequences. A common fear of people is us losing our phone and everything in it. In SIMULACRA, we made the phone reboot itself, potentially locking out characters out of figuring out the mystery.

# UI DESIGN OF SIMULACRA 2

With a larger cast in SIMULACRA 2, we experimented with a movie poster type image to convey the relationships and characters in the game.

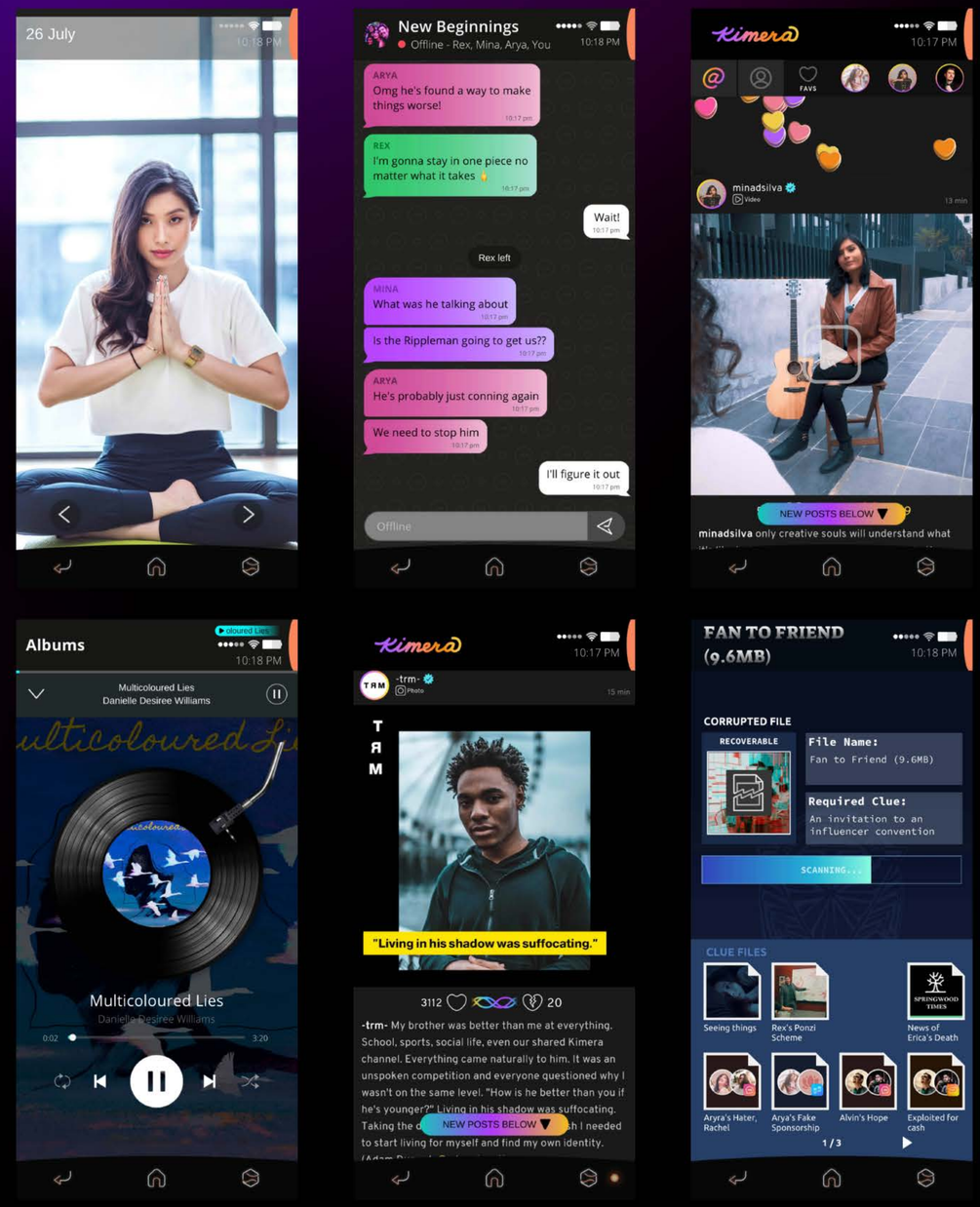
## APP ICONS

## APP ICONS

Being a sequel to SIMULACRA 1, we chose to reimagine the application icons to better fit the story. A minimalist and fun color scheme was selected to reflect the modern and fun apperance that some influencers aim for.

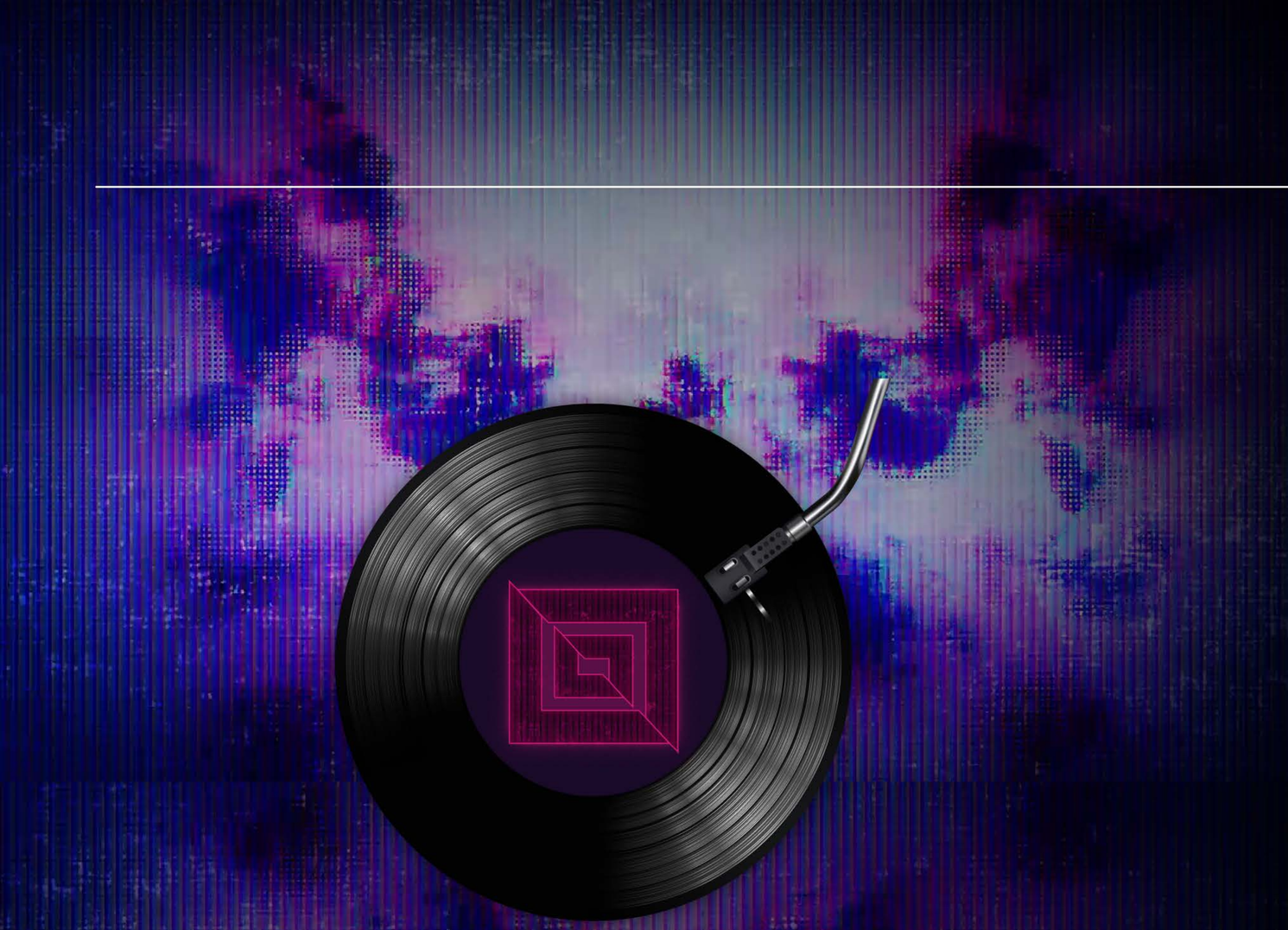
# IN-GAME SCREENSHOTS

Expanding on the UI design, we experimented with more color options and also mind more ways to inject a little more animation and interactivity.



# TRM TAROT CARDS

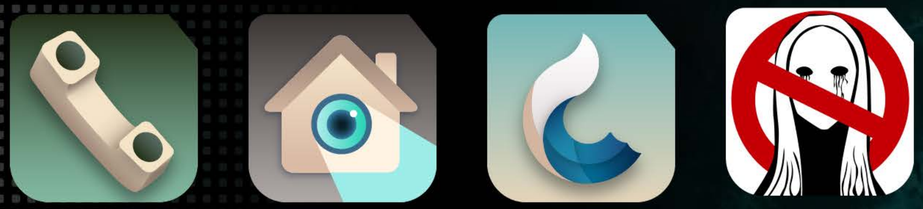
As our team size increased and we got artists with different backgrounds, we put more resources into different expressions of artwork within our games. The Tarot cards give a visual flavor to the characters in SIMULACRA 2. The posture, hand poses, colors, and item symbolism were all chosen to reflect the individual characters.



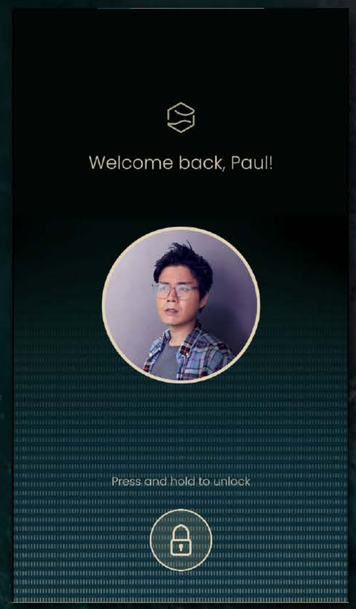
# ALBUM COVERS

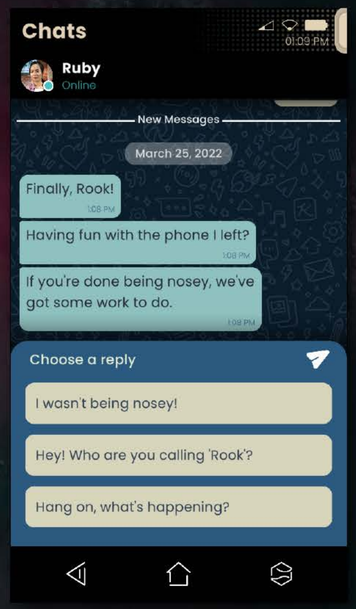
SIMULACRA 2 also introduced 6 unique soundtracks specially made for the game. With it comes personalized album covers that represent each character.

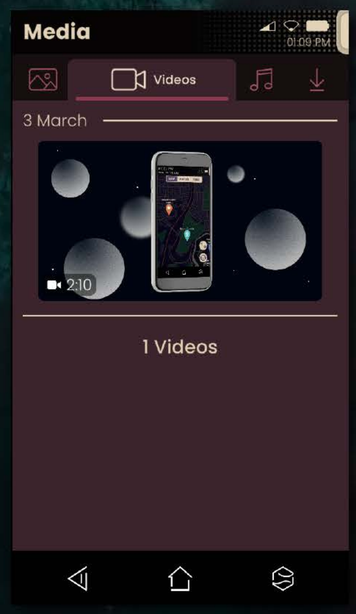
# UI DESIGN OF SIMULACRA 3

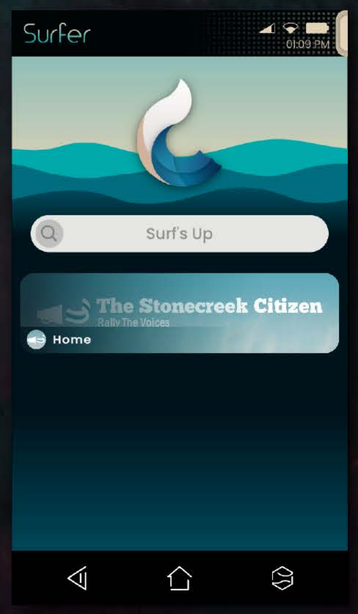


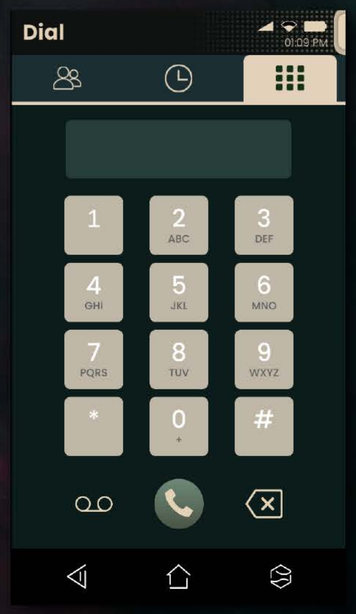
With the introduction of Stonecreek, we wanted the phone to reflect the mood of what the town is going through. The keywords for SIMULACRA 3's UI designs are 'analog' and 'retro'. The colors of the app design and icons are muted to give it an older look and express a more somber feel.

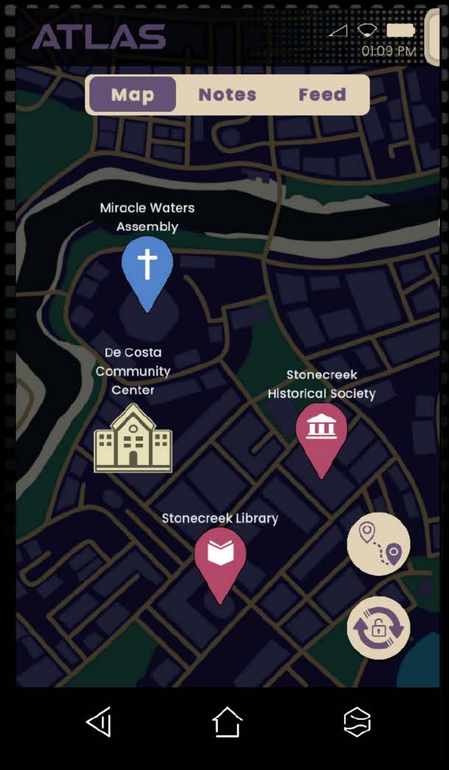




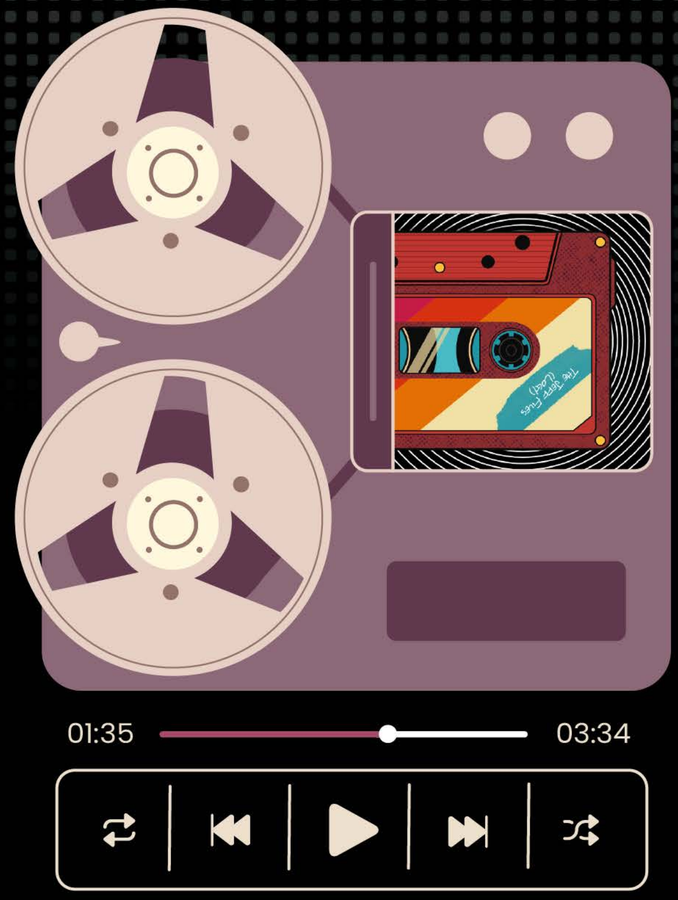


# THE MAP OF STONECREEK

The town of Stonecreek is as much a character as Ruby and Paul are in SIMULACRA 3. But showing a town in disjointed pictures did not feel solid enough. A fictional map of a fictional town gave a sense of realism that helped in grounding our players.

# ENDGAME CARDS

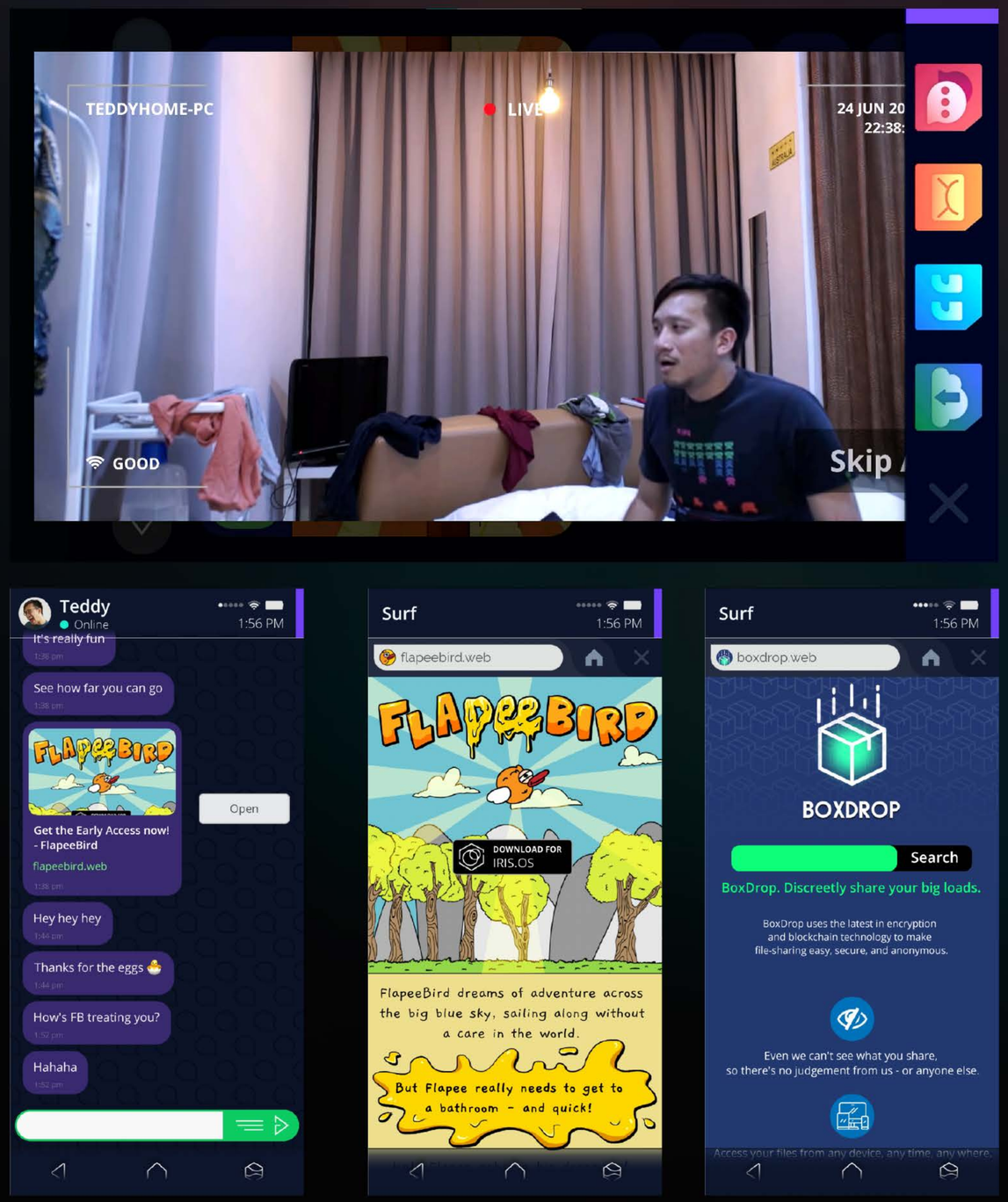
# RECORDINGS COVER ART




Certain apps are also redesigned to express the analog and retro feel. The biggest change is the music player app to emulate the look and feel of a tape player.

# UI DESIGN OF SIMULACRA: PIPE DREAMS

SIMULACRA: PIPEDREAMS was meant as an experimental game after SIMULACRA 1. As such some of the discarded concepts from SIMULACRA 1 were implemented here.




# SIMULACRA PIPE DREAMS

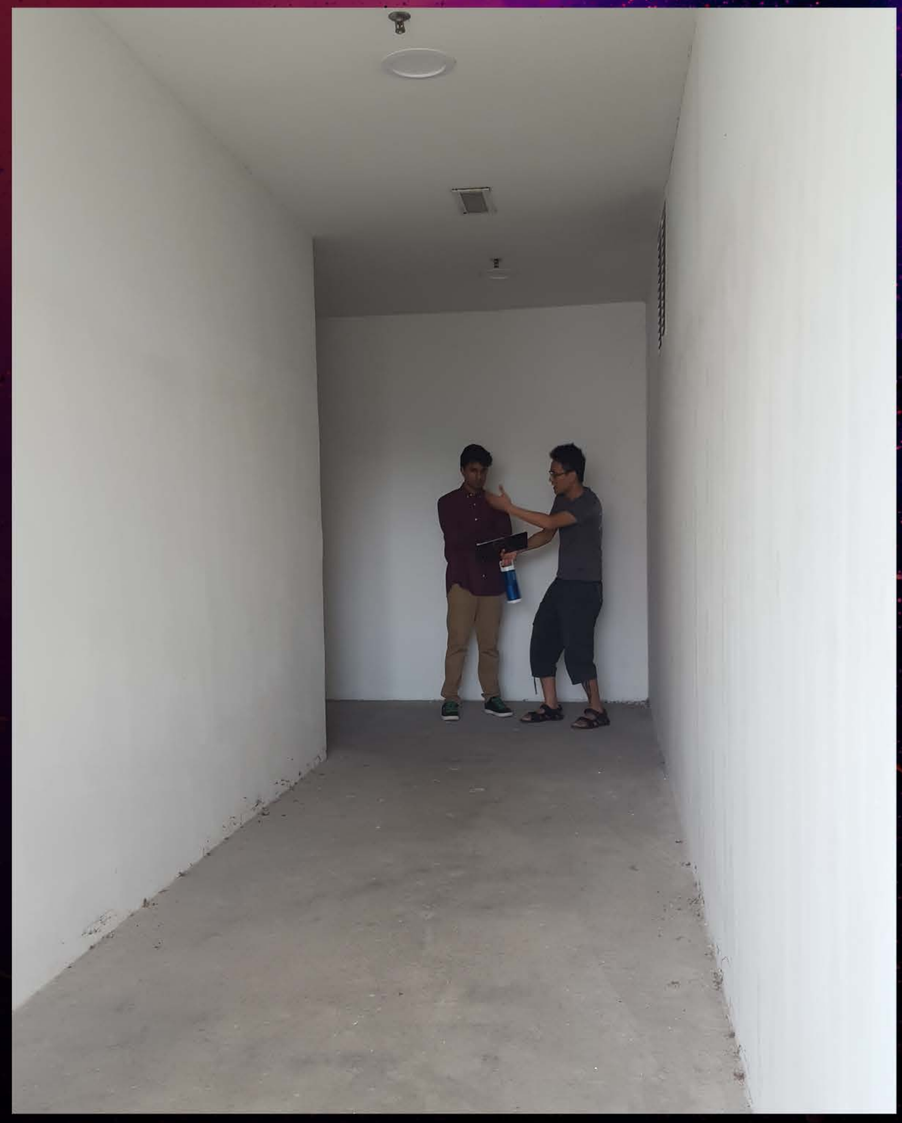
On the flipside, the team were having many new ideas after the launch of SIMULACRA 1. We would watch any playthrough of our game and SIMULACRA: PIPEDREAMS became an outlet for these fresh new ideas. Refinements in the Chat App, websites and animations started here and made its way into our future games.

# BEHIND THE SCENES

Although most of the work in our games happens on the desks and computers of the team, a visually significant portion happens in video production. Here we have a look at some of the photos taken during SIMULACRA video production over the years.

# BEHIND THE SCENES OF SIMULACRA 1

SIMULACRA 1 was a bigger project than our prototype game (SARA IS MISSING) that required significantly more filming. With a small team and a tight budget, even an empty hallway served as a terrifying scene.

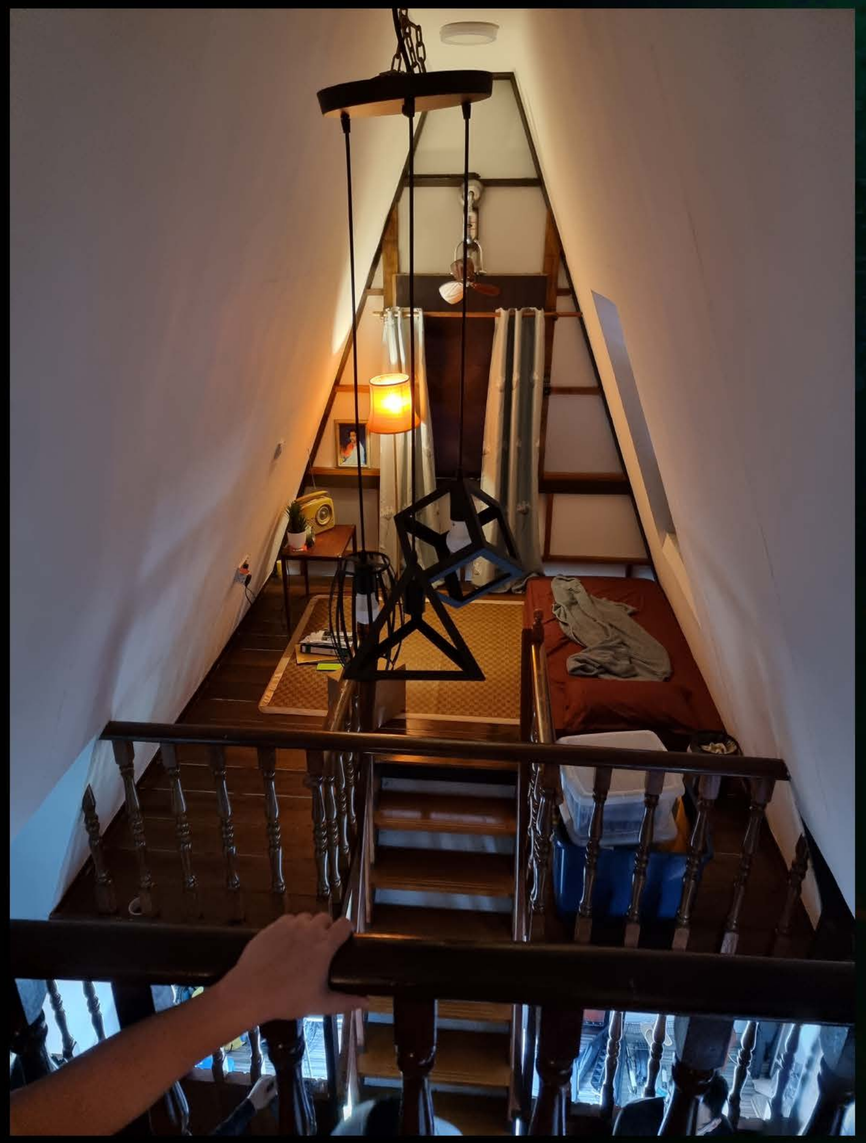


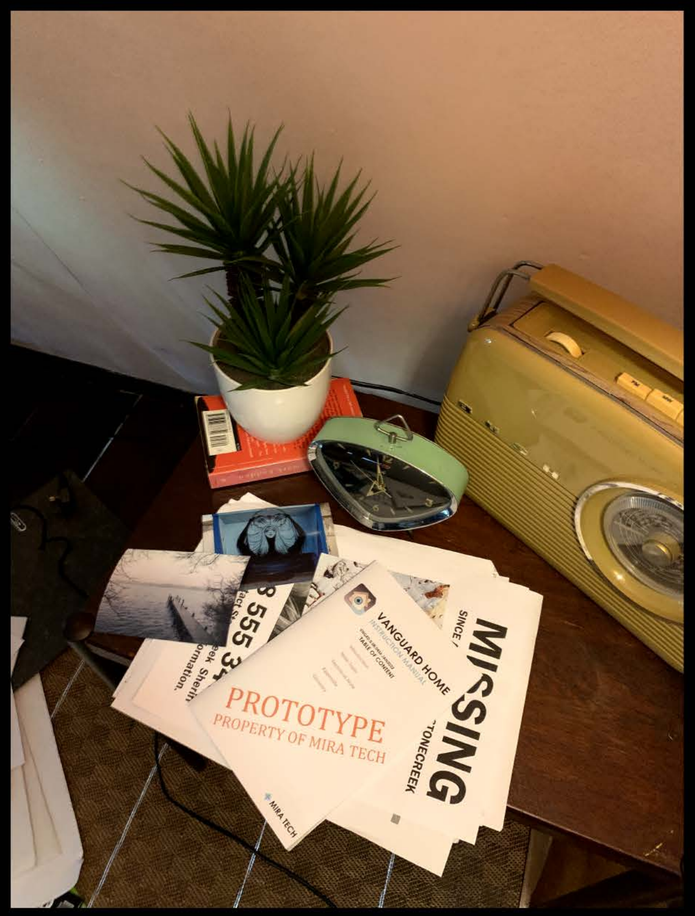
RESISTANCE
X-WING SQUADRON

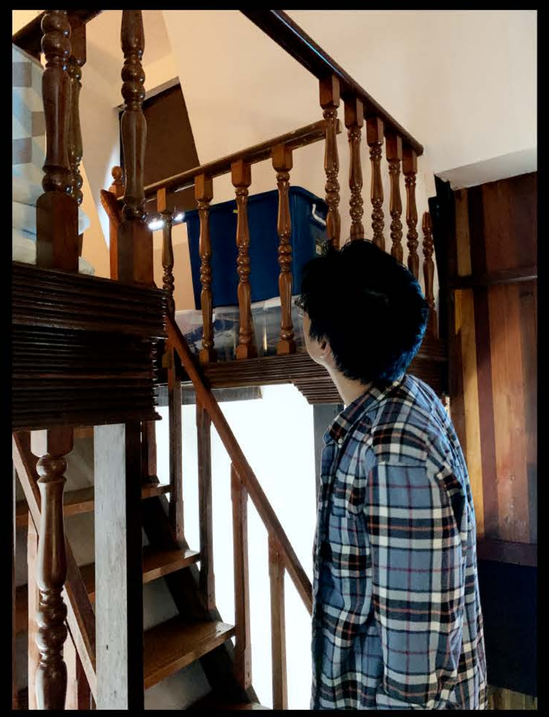
# BEHIND THE SCENES OF SIMULACRA 2

It was an interesting challenge when we realised that SIMULACRA 2 needed videos that look like they were produced by talented influencers. So no more shaky cameras or out of focus footage. It had to look in a sense overproduced.

# BEHIND THE SCENES OF SIMULACRA 3





In SIMULACRA 3 places have their own stories to tell. Paul's house is the first physical location that the player sees and navigates in real time in all of the SIMULACRA games.

# THANK YOU

TO ALL OUR FRIENDS, FAMILIES AND MOST IMPORTANTLY,
OUR FANS, FOR MAKING SIMULACRA A SUCCESS.

# THE SIMULACRA TRILOGY ARTBOOK CREDITS

This artbook is made possible
with the exceptional work by the
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